This rule change has potential to mark us as a failed democracy. As Ian Masters of the LA Times recently noted in a piece dated 1 May: "Totalitarian regimes don't tolerate any distinction between journalism and propaganda, but in most democracies it is unprecedented for the free press to abandon Joseph Pulitzer for the methods of Joseph Goebbels". If "informatiom is the oxygen of democracy", as he also notes, then the only way we get to breathe free is to get unfiltered "oxygen": a diverse, balanced and competitive media ensures this outcome.